Station KSL-TV SALT LAKE CITY
Advertiser ( ) LOVE, MIA
Product LOVE/CD4/R
Estimate# C09C15
Buyer Patricia Dome
Phone#
Fax#

Agency ( ) SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/C09C15
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) WASHINGTON
Salesperson ( ) JAMIE ANDRUS

Salesperson Phone# 202-872-1155
Salesperson FAX#

— CONTRACT COMMENT —

**********NONDISCRIMINATION********** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	10P-1035P	10 P NEWS	:30	$1,750.00	10/09-10/12	3	1	3	$5,250.00	
Rating: 7.3												
		Buyline Comment: 1/DAY										
	4	M	10P-1035P	10 P NEWS	:30	$1,750.00	10/15-10/15	1	1	1	$1,750.00	
Rating: 7.3												
	5	SA	10P-1035P	10 P NEWS	:30	$1,000.00	10/13-10/13	1	1	1	$1,000.00	
Rating: 5.6												
	6	TH	9P-10P	10/11 ONLY	:30	$1,100.00	10/11-10/11	1	1	1	$1,100.00	
Rating: 2.1												
	7	SA	6P-630P	6PM NEWS	:30	$185.00	10/13-10/13	1	1	1	$185.00	
Rating: 3.6												
	8	SU	1105P-1130P	BYU COACHES	:30	$100.00	10/14-10/14	1	1	1	$100.00	
Rating: 1.0												
	9	W	9P-10P	CHICAGO FIRE	:30	$1,300.00	10/10-10/10	1	1	1	$1,300.00	
Rating: 6.1												
	10	TU-W,F	2P-3P	DAYS OF OUR LIVES	:30	$80.00	10/09-10/12	3	1	3	$240.00	
Rating: 1.1												
		Buyline Comment: 1/DAY										

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	13	M	2P-3P	DAYS OF OUR LIVES	:30	$80.00	10/15-10/15	1	1	1	$80.00	
Rating: 1.1												
	14	TH	7P-9P	DEBATE 10.11,16,22	:30	$2,500.00	10/11-10/11	1	1	1	$2,500.00	
Rating: 4.4												
	15	TU-TH	3P-4P	DR PHIL	:30	$50.00	10/09-10/11	3	1	3	$150.00	
Rating: 1.1												
		Buyline Comment: 1/DAY										
	18	M	3P-4P	DR PHIL	:30	$50.00	10/15-10/15	1	1	1	$50.00	
Rating: 1.1												
	19	SA	630P-7P	GAME NIGHT	:30	$60.00	10/13-10/13	1	1	1	$60.00	
Rating: 2.9												
	20	F	630P-7P	GAME NIGHT LIVE	:30	$120.00	10/12-10/12	1	1	1	$120.00	
Rating: 2.4												
	21	TU-TH	4P-5P	KATIE	:30	$140.00	10/09-10/11	3	1	3	$420.00	
Rating: 2.0												
		Buyline Comment: 1/DAY										
	24	M	4P-5P	KATIE	:30	$140.00	10/15-10/15	1	1	1	$140.00	
Rating: 2.0												
	25	TU-TH	630P-7P	KSL 5 NWS-6:30	:30	$400.00	10/09-10/11	3	1	3	$1,200.00	
Rating: 3.7												
		Buyline Comment: 1/DAY										
	28	M	630P-7P	KSL 5 NWS-6:30	:30	$400.00	10/15-10/15	1	1	1	$400.00	
Rating: 3.7												

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	29	TU-F	1135P-1235A	LATE NIGHT	:30	$50.00	10/09-10/12	4	1	4	$200.00	
Rating: 1.9												
		Buyline Comment: 1/DAY										
	33	M	1135P-1235A	LATE NIGHT	:30	$50.00	10/15-10/15	1	1	1	$50.00	
Rating: 1.9												
	34	SU	8A-9A	MEET THE PRESS	:30	$10.00	10/14-10/14	1	1	1	$10.00	
Rating: 2.2												
	35	SU	10A-1030A	MORMON TIMES	:30	$100.00	10/14-10/14	1	1	1	$100.00	
Rating: 4.3												
	36	SU	930A-10A	MUSIC & SPOKEN	:30	$350.00	10/14-10/14	1	1	1	$350.00	
Rating: 5.4												
	37	SU	4P-430P	NEWS	:30	$135.00	10/14-10/14	1	1	1	$135.00	
Rating: 1.6												
	38	SU	10P-1035P	NEWS	:30	$900.00	10/14-10/14	1	1	1	$900.00	
Rating: 7.3												
	39	TU-F	5P-530P	NEWS @ 5P	:30	$375.00	10/09-10/12	4	1	4	$1,500.00	
Rating: 3.6												
		Buyline Comment: 1/DAY										
	43	M	5P-530P	NEWS @ 5P	:30	$375.00	10/15-10/15	1	1	1	$375.00	
Rating: 3.6												
	44	TU-F	6P-630P	NEWS @ 6P	:30	$450.00	10/09-10/12	4	1	4	$1,800.00	
Rating: 4.2												
		Buyline Comment: 1/DAY										

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	48	W-F	12P-1P	NEWS @ NOON	:30	$160.00	10/10-10/12	3	1	3	$480.00	
Rating: 2.1												
		Buyline Comment: 1/DAY										
	51	M	12P-1P	NEWS @ NOON	:30	$160.00	10/15-10/15	1	1	1	$160.00	
Rating: 2.1												
	52	W-F	10A-11A	RACHAEL RAY	:30	$55.00	10/10-10/12	3	1	3	$165.00	
Rating: 1.5												
		Buyline Comment: 1/DAY										
	55	M	10A-11A	RACHAEL RAY	:30	$55.00	10/15-10/15	1	1	1	$55.00	
Rating: 1.5												
	56	SU	1035P-1105P	SPORTSBEAT	:30	$280.00	10/14-10/14	1	1	1	$280.00	
Rating: 2.2												
	57	W-F	11A-12P	STUDIO 5	:30	$55.00	10/10-10/12	3	1	3	$165.00	
Rating: 1.1												
		Buyline Comment: 1/DAY										
	60	M	11A-12P	STUDIO 5	:30	$55.00	10/15-10/15	1	1	1	$55.00	
Rating: 1.1												
	61	SU	9A-930A	SUNDAY EDITION	:30	$100.00	10/14-10/14	1	1	1	$100.00	
Rating: 1.7												
	62	TU-F	9A-10A	TODAY	:30	$165.00	10/09-10/12	4	1	4	$660.00	
Rating: 1.3												
		Buyline Comment: 1/DAY										
	66	TU-TH	5A-6A	TODAY	:30	$10.00	10/09-10/11	3	1	3	$30.00	
Rating: 0.7												
		Buyline Comment: 1/DAY										

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	69	M	5A-6A	TODAY	:30	$10.00	10/15-10/15	1	1	1	$10.00	
Rating: 0.7												
	70	TU-TH	7A-8A	TODAY	:30	$600.00	10/09-10/11	4	1	4	$2,400.00	
Rating: 2.7												
		Buyline Comment: 1/DAY										
	74	TU-TH	8A-9A	TODAY	:30	$350.00	10/09-10/11	3	1	3	$1,050.00	
Rating: 2.0												
		Buyline Comment: 1/DAY										
	77	M	8A-9A	TODAY	:30	$350.00	10/15-10/15	1	1	1	$350.00	
Rating: 2.0												
	78	SU	7A-8A	TODAY	:30	$30.00	10/14-10/14	1	1	1	$30.00	
Rating: 1.5												
	79	TU-F	6A-7A	TODAY 2	:30	$200.00	10/09-10/12	4	1	4	$800.00	
Rating: 2.2												
		Buyline Comment: 1/DAY										
	83	M	6A-7A	TODAY 2	:30	$200.00	10/15-10/15	1	1	1	$200.00	
Rating: 2.2												
	84	TU-F	1P-2P	TODAY SHOW 3	:30	$55.00	10/09-10/12	4	1	4	$220.00	
Rating: 0.9												
		Buyline Comment: 1/DAY										
	88	M	1P-2P	TODAY SHOW 3	:30	$55.00	10/15-10/15	1	1	1	$55.00	
Rating: 0.9												

Rep Order# 7910830 **Ver#** 1 **Mod#** 0 **Status** Confirmed **Traffic Order#** **Printed:** 10/08/2012 10:10 AM
EC'd Yes **Last Received:** 10/08/2012 8:06 AM
Showing Buylines: All Lines

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---	---	---	---	---	---	---	---	---	---	---	---	---
	89	TU-F	1035P-1135P	TONIGHT SHOW	:30	$350.00	10/09-10/12	4	1	4	$1,400.00	
Rating: 4.2												
		Buyline Comment: 1/DAY										
	93	M	1035P-1135P	TONIGHT SHOW	:30	$350.00	10/15-10/15	1	1	1	$350.00	
Rating: 4.2												

---REPORT TOTALS---

Report Totals: 93 / $30,480.00

---SALES MONTHLY TOTALS---

Oct 12: 93 / $30,480.00
Sales Totals: 93 / $30,480.00
Station Totals: 93 / $30,480.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$101,600	CABL	0%	KJZZ	0%	KSL	30%	KSTU	0%	KTVX	0%
		KUCW	0%	KUTV	0%	NSL	0%	UNKN	70%		

Books null
Demos RA35+